

"MEETS COMP" REQUEST

SECTION 43

I have received the following information and am forwarding it to you in an effort to quickly react to competitive Deep Discount activity by Market in Section 43.

4JO - Louisville

- Private Stock, Prime, Summit - 3.7 share (MSA 3MM) - \$1.36 lower list from Distributor plus additional \$1.00 allowance off invoice per carton.
- GPC - 7.66 share (MSA 3MM) - \$1.50 Buy-down at Retail.
- Monarch - B1G1F in accounts without distribution (buy 25 cartons at Retail - Rep wraps with 25 cartons comp product).

In order to deal with an average disadvantage of \$1.40 per carton, we will need the ability to price reduce 77,000 cartons per month @ \$1.40 = \$107,800.00.

4KO - Lexington

- Prime, Private Stock, Summit - 5.32 share (MSA 3MM) - \$1.50 Buy-down at Retail.
- GPC - 6.97 share (MSA 3MM) - \$1.50 Buy-down at Retail.

In order to deal with \$1.50 average price disadvantage, we will need the ability to price reduce 86,000 cartons per month @ \$1.50 = \$129,000.

4IO - Indianapolis

- Monarch - 3.66 share (MSA 3MM) - \$2.50 Buy-down at Retail.
- GPC - 8.48 share (MSA 3MM) - \$1.50 Buy-down at Retail .

In order to deal with an average of \$1.80 price disadvantage, we will need the ability to Buy-down 71,480 cartons @ \$1.80 per carton = \$128,664.00.

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4HO - Toledo

- GPC - 2.59 share (MSA 3MM) - \$1.50 Buy-down at Retail.
- Monarch - 3.56 share (MSA 3MM) - \$2.50 Buy-down at Retail and B1G1F in accounts without distribution.

In order to deal with price disadvantage, we will need ability to buy-down average of \$1.80 per carton = 78,900 cartons @ \$1.80 = \$142,020.00.

Total \$ needs for one month beginning upon approval \$507,484.00.

Needs will be reviewed and addressed on a store by store basis ongoing.

Please respond to this request ASAP.

cc: R. Bucciarelli
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Sec. 43 DMs

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